PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Arun Sinha **DATE:** August 15, 1995

FROM: Karen Miller

SUBJECT: Why GPC Quantitative Research Presentation

Enclosed is your copy of the presentation deck on the results of the quantitative research that was conducted in strong GPC markets to understand consumer perceptions which underlie that brand's strong marketplace performance in order to develop strategies for containing its growth.

As was discussed at the original presentation and in subsequent meetings, GPC has acquired strong consumer perceptions and created a "big brand" image. And, it is going to continue to be a major force in the market place. But, our response to GPC should be dictated by market conditions.

We'll be going through the presentation for the Cambridge/Alpine group on August 30 at 1:00 in Conference Room 6A; please let Ana Rodriguez know if there is anyone else who wants to attend.

Karen

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